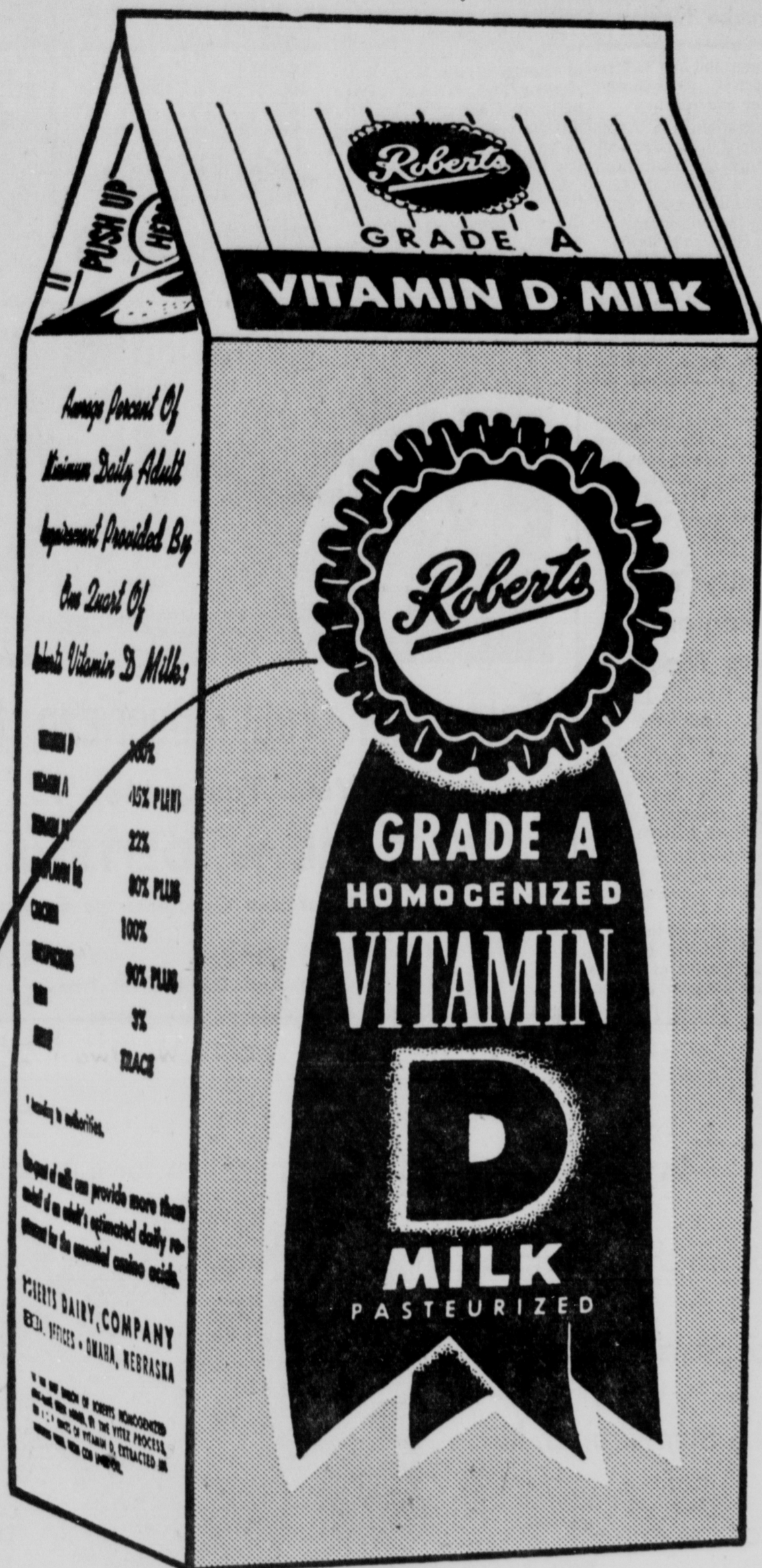


Roberts' Unusual Role in National Defense



Roberts Dairy spends an extra \$20,000 annually to give you natural Vitamin D from marine sources.

When Roberts Dairy started in business more than fifty years ago, milk was delivered in ten-gallon cans and dipped out for the housewife. Roberts Dairy was the first in this area to deliver milk in bottles; the first to pasteurize milk; the first to homogenize milk.

Roberts Dairy developed outlets for surplus milk so that for the first time its markets had a dependable year-round supply. Its part in developing the present high quality in this area has already been outlined in newspapers. For obviously, this kind of job cannot be accomplished overnight.

The Challenge of Today

Today Roberts Dairy stands prepared to do even more. In cooperation with Civil Defense, it is prepared to deliver milk or water in stricken areas in the event of catastrophe such as tornadoes, floods, or even war. With strategically located branches, it has the facilities to do a job such as no other company in this area can do.

Those who remember the Missouri River flood just a few years ago are aware of the role which Roberts Dairy can play when trouble strikes.

National Survival Involved

We do not pretend, of course, that one company our size could conceivably play a vital role in the event of war. But our company is just one of 4,000,000 independent businesses in the United States.

Four million such businesses could make the difference between victory and defeat in the event of war. In the last struggle, many essential contracts were farmed out to small firms. In the event of bombing major industrial areas, such production might possibly be required to protect this nation from defeat.

And with the load necessarily attendant upon local governments in atomic war, local business operations could become vitally needed in meeting emergencies, as well as in production.

We feel that such consideration should receive the attention of all of us as good Americans.

J. Gordon Roberts

P.S. The Pure-Pak gable-top carton is ideal for defense because it is shipped to us flat — fabricated, sterilized and filled right in our plant.

Roberts Dairy Company

